

Amendments to the Claims

This listing of claims will replace all prior versions and listings of claims in this application.

Listing of Claims

1. (currently amended) A method for substituting alternative ~~video and/or audio signals and/or graphics and/or text~~ advertising information to be displayed on the viewer's television ~~display monitor system~~ in the place of the ~~video and/or audio signals~~ information that would otherwise be displayed according to the channel to which the viewer has tuned the television ~~set system, the television set including an electronic program guide,~~ the method comprising the steps of:

~~maintaining at a head end provider viewer profile data based on user interactions with the electronic program guide;~~

monitoring at ~~the~~ a head end ~~provider~~ an outgoing television signal for a first particular channel;

identifying ~~the~~ a point in said outgoing television signal at which said signal begins to carry advertising information;

inserting at the head end in said outgoing television signal on said first particular channel an instruction to any television system that receives said television signal to change channels to a second particular channel, wherein said instruction includes a duration of time;

receiving said television signal at a viewer's television ~~set~~ system on said first particular channel;

recognizing said instruction at said viewer's television set to change channels;

~~determining whether the television set is operating in an electronic program guide mode;~~

tuning said viewer's television set system to said second particular channel ~~if the television set is operating in the electronic program guide mode~~ for said duration of time; and

tuning said viewer's television set to said first particular channel after said duration of time.

2. (cancelled)

3. (currently amended) The method of claim 1, wherein ~~the~~ said second particular channel is an advertisement channel providing advertisement information.

4. (currently amended) The method of claim 3 further comprising ~~the step of~~ displaying the alternative advertisement information on a pre-determined portion of ~~the~~ an electronic program guide.

5. (currently amended) A system for substituting alternative video ~~and/or audio signals and/or graphics and/or text~~ advertising information to be displayed on the viewer's television ~~display monitor~~ system in the place of the video ~~and/or audio signals~~ information that would otherwise be displayed according to the channel to which the viewer has tuned the television set system, ~~the television set including an electronic program guide~~, the system comprising:

~~means for maintaining at a head end provider viewer profile data based on user interactions with the electronic program guide;~~

means at ~~the~~ a head end ~~provider~~ to monitor an outgoing television signal for a first particular channel;

means to identify ~~the~~ a point in said outgoing television signal at which said signal begins to carry advertising information;

means to insert at the head end in said outgoing television signal on said first particular channel an instruction to any television system that receives said television signal to change channels to a second particular channel, and wherein said instruction includes a duration of time;

means to receive said television signal on said first particular channel;

means for recognizing said instruction at said viewer's television system to change channels;

~~means for determining whether the television set is operating in an electronic program guide mode;~~

means at a viewer's television set to tune to said second particular channel ~~if the television set is operating in the electronic program guide mode~~ for said duration of time; and

means at said viewer's television set to tune to said first particular channel after said duration of time.

6. (cancelled).

7. (currently amended) The system of claim 5, wherein ~~the~~ said second particular channel is an advertisement channel providing advertisement information.

8. (currently amended) The system of claim 7 further comprising means for displaying the advertisement information on a pre-determined portion of ~~the~~ an electronic program guide.

9-28. (cancelled)

29. (new) The method of claim 1, further comprising maintaining at the head end a database of channel and advertising intercept information.

30. (new) The system of claim 5, further comprising means for maintaining at the head end a database of channel and advertising intercept information.

31. (new) A method for substituting alternative advertising information to be displayed on a viewer's television system in the place of information that would otherwise be displayed according to the channel to which the viewer has tuned the television system, the method comprising the steps of:

maintaining at a viewer's television system a database of channel and advertising intercept information;

monitoring at the viewer's television system an incoming television signal for a first particular channel;

identifying a point in said incoming television signal at which said signal begins to carry advertising information, and determining whether said incoming television signal should be intercepted based on said channel and advertising intercept information; and

in response to said determination, tuning said viewer's television system to said second particular channel.

32. (new) The method of claim 31, wherein said second particular channel is an advertisement channel providing advertisement information.

33. (new) The method of claim 31, further comprising determining whether a particular advertisement should be intercepted with a channel change command based on said database of channel and advertising intercept information.

34. (new) The method of claim 31, further comprising tuning said viewer's television set to said first particular channel after a particular duration of time.

35. (new) The method of claim 31, wherein the viewer's local television system further comprises a database of television program guide information.

36. (new) The method of claim 35, further comprising determining whether to block the information currently tuned by the viewer's television system based on said database of channel and advertising information.

37. (new) The method of claim 35, wherein said database of television program guide information comprises pointers to entries in the database of channel and advertising intercept information.

38. (new) A system for substituting alternative advertising information to be displayed on the viewer's television system in the place of information that would otherwise be displayed according to the channel to which the viewer has tuned the television system, the system comprising:

means at a viewer's television system to maintain a database of channel and advertising intercept information;

means at the viewer's television system to monitor an incoming television signal for a first particular channel;

means to identify a point in said incoming television signal at which said signal begins to carry advertising information, and subsequently determine whether said incoming television signal should be intercepted based on said channel and advertising intercept information; and

means in response to said determination to tune said viewer's television system to said second particular channel for said duration of time.

39. (new) The system of claim 38, wherein said second particular channel is an advertisement channel providing advertisement information.

40. (new) The system of claim 38, further comprising determining whether a particular advertisement should be intercepted with a channel change command based on said database of channel and advertising intercept information.

41. (new) The system of claim 38, further comprising means for tuning said viewer's television set to said first particular channel after a particular duration of time.

42. (new) The system of claim 38, wherein the viewer's local television system further comprising means to contain a database of television program guide information.

43. (new) The system of claim 42, further comprising determining whether to block the information currently tuned by the viewer's television system based on said database of channel and advertising intercept information.

44. (new) The system of claim 42, wherein said database of television program guide information comprises pointers to

entries in the database of channel and advertising intercept information.

45. (new) A method for substituting alternative advertising information to be displayed on a viewer's television system in the place of information that would otherwise be displayed according to the channel to which the viewer has tuned the television system, the method comprising the steps of:

- maintaining at a head end a database of channel and advertising intercept information;

- monitoring at the head end an outgoing television signal for a first particular channel;

- identifying the point in said outgoing television signal at which said signal begins to carry advertising information, and determining whether said outgoing television signal should be intercepted based on said channel and advertising intercept information;

- inserting at the head end in said outgoing television signal on said first particular channel in response to said determination an instruction to any television system that receives said television signal to change channels to a second particular channel;

- receiving said television signal at a viewer's television system on said first particular channel;

- recognizing said instruction at said viewer's television system to change channels; and

- tuning said viewer's television set to said second particular channel.

46. (new) The method of claim 45, wherein said second particular channel is an advertisement channel providing advertisement information.

47. (new) The method of claim 45, further comprising determining whether a particular advertisement should be intercepted with a channel change command based on said database of channel and advertising intercept information.

48. (new) The method of claim 45, further comprising tuning said viewer's television set to said first particular channel after a particular duration of time.

49. (new) A system for substituting alternative advertising information to be displayed on the viewer's television system in the place of information that would otherwise be displayed according to the channel to which the viewer has tuned the television system, the system comprising:

means at a head end to maintain a database of channel and advertising intercept information;

means at the head end to monitor an outgoing television signal for a first particular channel;

means to identify the point in said outgoing television signal at which said signal begins to carry advertising information, and subsequently determine whether said outgoing television signal should be intercepted based on said channel and advertising intercept information;

means to insert at the head end in said outgoing television signal on said first particular channel in response to said determination an instruction to any

television system that receives said television signal to change channels to a second particular channel;

means to receive said television signal at a viewer's television system on said first particular channel;

means to recognize said instruction at said viewer's television system to change channels; and

means to tune said viewer's television set to said second particular channel.

50. (new) The system of claim 49, wherein said second particular channel is an advertisement channel providing advertisement information.

51. (new) The system of claim 49, further comprising determining whether a particular advertisement should be intercepted with a channel change command based on said database of channel and advertising intercept information.

52. (new) The system of claim 49, further comprising means for tuning said viewer's television system to said first particular channel after a particular duration of time.